

California State University, San Bernardino  
Association of Latino Faculty, Staff and Students



# ANNUAL REPORT 2020 - 2021

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Prepared by: 2020-2021 Governing Board

5500 University Parkway,  
San Bernardino CA, 92407



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The Association of Latino Faculty, Staff & Students (ALFSS) at California State University, San Bernardino (CSUSB) is excited to welcome you back for the 2020-2021 academic year. ALFSS is an organization made up of individuals who celebrate Latinx heritage and have a desire to be an integral part of the CSUSB community.

It is important to make note of our recent regional, national, and global challenges. Undoubtedly, our university and local communities have been impacted by several on-going issues. First, the horrific murders of Breonna Taylor, George Floyd, and Rayshard Brooks, among others, cannot go unmentioned. The Association of Latino Faculty, Staff & Students unequivocally denounces racism and bigotry in all its forms. We stand in solidarity with our Black students, colleagues, coworkers, family, and friends. Their struggles are different from ours in important ways, both historically and in the present; however, we share many of the concerns expressed in the current outrage. As stated by the university, "...it will take each and every one of us, working hand-in-hand, to build a better future." Their fight is our fight, and we affirm that Black Lives Matter. We commit to the ongoing support of these efforts and actively seek to combat anti-blackness and violence against people of color. We are here to listen and invite you to get involved.

Second, we are stricken by the devastating murder of U.S. Army Specialist Vanessa Guillen. As an association, we stand in solidarity with the Guillen family and the many brave women who have come forward to share their stories and experiences while serving in the military. No women should ever be subjected to sexual assault or harassment of any kind. We commit to supporting these women in their search for justice and we ask that you take part in making these voices heard and help stop misogyny and harassment of any form.

Lastly, we must acknowledge the significant trials that many have endured because of the COVID-19 global pandemic. Regardless of this pandemic, we continue to be excited to bring our programming to you in a virtual modality until it is safe to return to campus.

For 35 years, ALFSS has come together and *unidos* as faculty, staff, and students we have promoted these goals:

- To encourage the involvement of students, staff, faculty, and administrators in the university community in issues pertinent to the Latinx community.
- To promote the participation of Latinx youth in higher education through our scholarship fund.
- To further the personal and professional advancement of Latinx students, staff, faculty, and administrators at CSUSB via lectures, workshops, and other activities.
- To disseminate information about the university to the community in general and to the Latinx community in particular.
- To promote the public interest in, and understanding of, the rich and varied Latinx culture(s).

ALFSS is proud of our signature annual events including *Día de los Muertos* an annual event that raises money for our ALFSS Scholarship Fund, and our Latino Graduate Recognition Ceremonies celebrating graduates and honoring the LatinX culture.

# About ALFSS

The Association of Latino Faculty, Staff and Students (ALFSS) was established on May 1, 1985. ALFSS is a non-profit organization affiliated with California State University, San Bernardino and is committed to serving a diverse community. ALFSS affirms the multiculturalism of CSUSB and invites students of all ethnicities to apply. We seek to eliminate discrimination based on gender, class, economic status, ethnicity, sexual orientation, age, physical ability and cultural and religious backgrounds. Since 1985, ALFSS has awarded more than \$300,000 in scholarships to new and continuing CSUSB undergraduate and graduate students, including graduating high school seniors and community college transfer students.



## Purpose and Goals

- Encourage the involvement of students, staff, faculty and administrators of the university
  - community in issues pertinent to Latinos.
  - Promote the participation of Latino youth in higher education through the scholarship fund.
  - Award scholarships annually to new and continuing students who attend CSUSB.
  - Promote public interest in, and the understanding of, the rich and varied Latino cultures.
- Disseminate information about CSUSB to the general public, and the Latino community in particular.
  - Further the personal and professional advancement of Latino faculty, staff and students.

## Benefits to the community

Our Association is volunteer-driven. We help make the difference between CSUSB as a Hispanic- “Enrolling” vs. a Hispanic-“Serving” Institution. Albeit our institution has done remarkable and commendable work in institutionalizing inclusive practices by providing great support and resources for faculty, staff and students from diverse populations; it cannot surely be enough during the current, disheartening and harsher increase in xenophobic rhetoric. ALFSS, as an affinity group, is one cog in the wheel, as we together navigate our institution, as our demographic and equitable participation have shifted, and will continue to shift. We together reduce the invisible labor and race-based cultural taxation our members have often experienced at CSUSB over the last 35 years. Together we help discern and reduce the inequities in academic experiences or outcomes, and create a more empowering environment.

Together we can all the better foster an inclusive, welcoming environment, and help our students succeed, and help our faculty and staff succeed. In short, ALFSS fosters success, inclusivity and open mindedness in academia, the workplace, and socially!

- We provide formal and informal advising to student organizations.
- We increase cultural competencies and literacy at CSUSB.
- We are an umbrella, collaborate in, and foment intergroup partnerships with those of varied missions.
- We recognize inclusive practices through faculty, staff, and student recognition ceremonies.
- We promote and integrate diversity, inclusion and equity-based educational experiences throughout the curriculum, environment, and campus experience.
- We build awareness through, and coordinate multicultural programming, performances, and educational events.

# Letter from the Board



Dear ALFSS Members and Supporters,

It has been an honor to serve as ALFSS board members during the 2020-2021 academic year. This year was different than most being that we operated fully in a virtual setting due to the ongoing COVID-19 global pandemic and it was the first year being on a semester schedule. Not only are we facing a global pandemic, but our country is also standing up and protesting the injustices that our Asian, Black, and Latinx brothers and sisters are facing. We also faced an intense presidential election that left many of our community members with mixed feelings of fear and a sense of hope for a brighter future. These on-going social injustices encouraged ALFSS to host intersectional programs that would allow a place to communicate openly and gain knowledge.

This year, one of the main goals for the ALFSS board was to increase our participation in Justice, Equity, Diversity and Inclusion (JEDI) efforts. ALFSS kicked off the academic year by announcing a statement of solidarity for our historically excluded communities that are suffering injustices. This statement can be found in the ALFSS Annual Report on page 1. ALFSS was invited by CSUSB President Morales to be a member of the University's Diversity, Equity, and Inclusion (DEI) committee and the programming sub-committee. Through this effort, ALFSS has helped form goals and objectives for the CSUSB Strategic DEI Plan.

As the university transitioned from quarters to semesters in fall 2020, classes were in session during Hispanic Heritage Month (HHM). ALFSS had a leading role in the university-wide HHM committee by multiple members serving on the committee, creating the sponsorship guidelines, and hosting weekly events focusing on Latinx culture. ALFSS led and collaborated alongside multiple on and off campus partners for the culminating HHM event, *Mi Voto, Mi Voz, Mi Vida*, which focus on civic engagement during election season.

During the 2020-2021 academic year, ALFSS created an ad-hoc committee to review by-laws. The major changes that were presented to membership, voted on, and will implemented for the upcoming 2021-2021 academic year included: revamping and creating the position of Director of Fundraising and Scholarship, reorganizing the duties and responsibilities of board members, and the inclusion of program assessment and annual reporting.

Lastly, ALFSS was able to successfully host our signature Latinx Cultural Recognition Ceremony during both Fall and Spring semesters in a virtual setting. For the first time in ALFSS' history, the name of the cultural ceremony was changed from Latino to Latinx to reflect the intersectionality of Latin culture. Students were able to obtain their cultural sash, participate in virtual ceremony with their families, and give a "shout out" to those who have helped them in their collegiate journey.

ALFSS is proud of the work we have been able to accomplish in a virtual setting and looks forward to continuing and improving on this work for years to come.

## 2020-2021 ALFSS Board

Monica McMahon, President  
Aurora Vilchis, Vice President  
Ericka Saucedo, Treasurer  
Leah Stiff, Executive Secretary  
Miranda Canseco, Director of Marketing

Jonathan Gonzalez-Montelongo, Director of Membership  
Francisco Alfaro, Director of Programs  
Edgar Astorga, Director of Scholarship  
Rosemarie Valencia, Fall 2020 Student Representative  
Evelin Ortiz, Spring 2021 Student Representative

# Executive Summary



The Association of Latino Faculty, Staff, and Students is pleased to provide this Annual Report summarizing the work, dedication and efforts of the organization and its members during the 2020- 2021 academic year. This Annual Report continues the tradition, which began with the first report last year, as a culmination of countless hours of volunteer efforts from ALFSS members and the governing board.

This Executive Summary highlights many of the key accomplishments of the ALFSS organization during the 2020-2021 academic year. As noted in the letter from the board, this year brought many challenges as well as opportunities due to the ongoing COVID-19 global pandemic. Significant accomplishments this year were all efforts to move to a virtual format which included updating procedures and processes for ALFSS membership. This included the redesign for essential areas of the ALFSS website regarding meetings and membership. A new online membership form was created as well as a new method for collecting annual dues online.

As ALFSS moved all programming to a virtual format, both creativity and dedication were bountiful. The number of programs offered increased from nine in the 2019-2020 academic year to a **total of 22 for the 2020-2021 academic year** including a series of events during Hispanic Heritage Month and multiple days of celebration for *Día de los Muertos* and the first virtual Latinx Graduate Recognition Ceremony in the Fall of 2020. Despite the global pandemic, ALFSS members gathered in numerous planning committee meetings including 10 general membership meetings and 12 Governing Board meetings.

Fundraising initiatives moved forward cautiously as the Board anticipated a decrease in giving due to financial and economic hardships because of COVID-19 global pandemic. Unexpectedly, the ALFSS community gave wholeheartedly as **\$1,295 was raised in a single event** during the *Calavera* Auction. All proceeds went directly to student scholarships. The Scholarship Committee selected **eight students to award scholarships in the amount of \$1,000 each** to be disbursed during the 2021-2022 academic year. ALFSS is proud of our commitment to serve the students of CSUSB.

## HIGHLIGHTS



22 Events



\$1,295 raised  
in single event



Awarded eight  
\$1,000  
scholarships  
for 2021-2022

# 2020-2021 Governing Board



**Monica McMahon**  
*President*  
*Program Board Coordinator*  
Santos Manuel Student Union



**Aurora Vilchis**  
*Vice President*  
Early Start & Coyote First STEP  
Coordinator  
Undergraduate Studies



**Leah Stiff**  
*Executive Secretary*  
STEM Counselor  
Advising Undergraduate Success



**Ericka Saucedo**  
*Treasurer*  
Administrative Analyst/Specialist  
John M. Pfau Library



**Miranda Canseco**  
*Director of Marketing*  
Marketing, Membership and  
Engagement Coordinator  
Robert and Frances Fullerton Museum  
of Art



**Francisco Alfaro**  
*Director of Programs*  
Rancho Mirage Student Engagement  
Coordinator  
Santos Manuel Student Union (PDC)



**Jonathan Gonzalez- Montelongo**  
*Director of Membership*  
Visitor Services and Events Coordinator  
Campus Tours and Visitor Center



**Edgar Astorga**  
*Director of Scholarships*  
Administrative Support Coordinator  
Government & Community Relations



**Rosemarie Valencia**  
*Student Representative - Fall 2020*  
4th year - Biological Psychology



**Evelin Ortiz**  
*Student Representative - Spring 2021*  
3rd year - Public Health

# Financial Report

As of 05/28/2021

## **Trust Account (SF061-B0100) \*This includes Latino Grad Exp. and Rev.\***

Beginning Budget: \$54,963.71  
Revenue: \$9,886.00  
Expenses: (2,098.94)  
Remaining Budget: \$62,750.77

## **Scholarship Account (P3176-S6300-P309050)**

Beginning Budget: \$13,967.57  
Revenue: \$3,639.50 (Payroll Deductions/Donations)  
Crowdfunding: 1,435.00  
Admin Expenses: (302.78)  
Scholarship Expenses: (10,000)  
Remaining Budget: \$8,739.29

## **Donations Account (P2385-S6300-P209200)**

Beginning Budget: \$14,579.15  
Revenue: 2,003.37  
Expenses: (1075.29)  
Admin Expenses: (61.63)  
Remaining Budget: \$15,445.60

## **State Side Account (SB001-C0301-20265)**

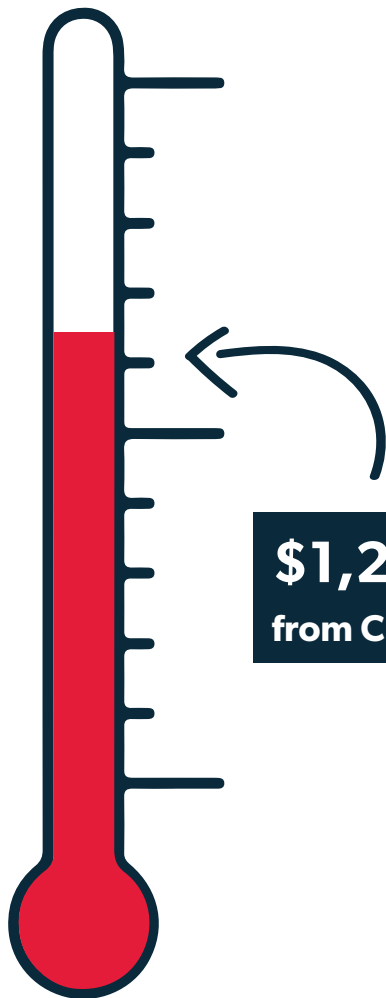
Beginning Budget: \$2,454.00  
Revenue: 0.00  
Expenses: 7.53  
Remaining Budget: \$2,446.47





## Capital Campaign and Fundraising

After piloting the Coyote CrowdFunder for the office of Annual Giving in the Division of University Advancement, ALFSS continued to use CrowdFunder to support its fundraising efforts to raise funds for student scholarships. The campaign allowed ALFSS to share its mission in continuing to support the participation of youth in higher education through scholarships. The CrowdFunder page included content about ALFSS, scholarship fund goals, how the donor can make a difference, an alumni scholarship recipient testimonial, and a video of past ALFSS scholars highlighting the impact the financial support made in their educational journey. New this year was the ALFSS Donor Circle (*Círculo Donante de ALFSS*) which included the following tiers: *Nivel 3- Amiga o Amigo* for those that donated \$X to \$100, *Nivel 2-Madrina o Padrino* for those that donated over \$100, and our highest level, *Nivel 1-Pionera o Pionero* for those that donated \$1,000 or more towards a full scholarship. Given the hardship caused by the global pandemic, the campaign did not meet its goal of \$8,000. This, however, had no effect on the yearly scholarship awards given out by our Association.



**\$1,295 raised  
from Calaveras Auction**



**Dominique Zometa**, a 2020-2021 scholarship recipient, appreciates the generosity of donors that support students' dreams. "During COVID, there were many unfortunate surprises occurred but receiving this scholarship helped me feel financially secure to continue my education."

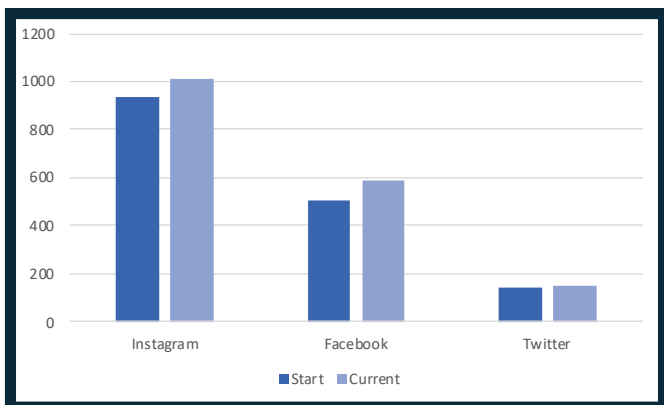
# Marketing and Communication

## Branding

ALFSS has historically been branded with the color red. During this year the Director of Marketing continued with the set brand look for the organization using the ALFSS red, a variation of the CSUSB blue and the use of bold typography. Due to the fully virtual modality of 2020-2021, there was a strong emphasis on the graphics created for the organization to be clear, bold and well branded. Each design was sized for social media and the ALFSS newsletter and disseminated across all platforms. This year we also set a goal for next year's Director of Marketing to create an official ALFSS Brand Guide.

## Social Media

During the 2020-2021 year, ALFSS utilized the social platforms to get the word out about the organization and promote ALFSS programming. All social media platforms increased in followers and the primary focus for this year was on the Instagram account. For all postings the hashtag #ALFSScsusb was used for increased brand recognition. There was effort to promote the monthly meetings in advance to encourage prospective members to join and learn about ALFSS. Each program was included in the Instagram bio so new followers can clearly see what is coming up to join. This year we also worked to program Instagram lives to promote our Fall and Spring Latinx Grad Ceremonies. These quick sessions were to answer questions and serve as an open forum for students. This had great feedback from students and attendees as the event approached. Large events were also highlighted on our Instagram so new followers could get a better understanding of the organization. Lastly, we supported other organizations on campus by cross-promoting programs and heritage months.



## @ALFSScsusb





## Newsletter

Emails were sent out to campus and membership for ALFSS programs and monthly meeting announcements. The goal is to have all ALFSS communications consistent and branded. Each email also included an invite for membership, support student scholarships call to action and information about upcoming events and meetings.

## Program Promotion

All ALFSS programs had social media designs and promotional efforts to coincide. Again, due to the virtual modality of the academic year, we utilized social media and email marketing for all promotional efforts. Facebook events were another successful promotional tool that attracted community member attendance - ex. *Dia de los Muertos*. This allowed ALFSS members to promote the event to their inner circles as well as promote to the San Bernardino community.

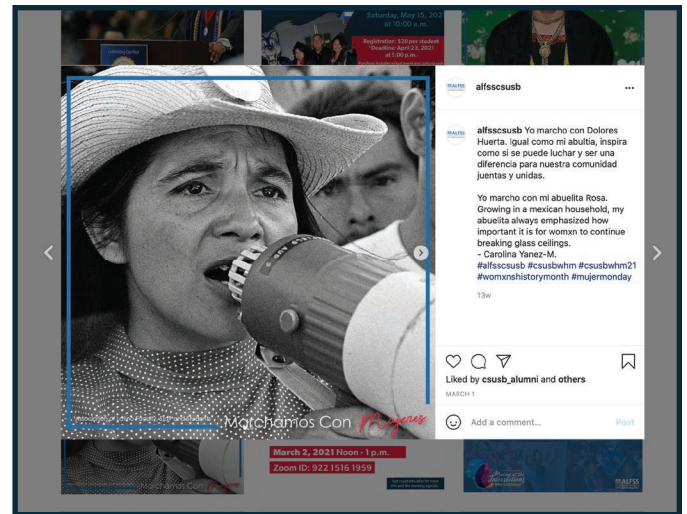


## Social Media Campaign - Womxn's History Month

During the March Womxn's History Month, ALFSS took the initiative to launch and spearhead the Marchamos Con Mujeres social media campaign. This campaign honored the Latinx womxn that ALFSS members look up to and march with. It also served as an opportunity to thank these women for the strong leadership and involvement in the ALFSS community. Each week showcased a committee members public and personal mujer that they march with!



- Carolina Yanez-Macias:** Marchamos con Dolores Huerta
- Avenida Peña:** Marchamos con mi mamá Monica
- Jonathan Gonzalez-Montelongo:** Marchamos con Eva Longoria
- Primavera Reza Nakonechny:** Marchamos con mis hijas
- Leah Stiff:** Marchamos con Dr. Helen Rodríguez Trías
- Miranda Canseco:** Marchamos con mis hermanas, Geneva and Sofia
- Aurora Vilchis:** Marchamos con la primera justicia de la Corte Suprema de Latina, Sonya Sotomayor



### Overall Communication

All ALFSS external communications were approved by the Director of Marketing to maintain the integrity of the ALFSS brand. This included messages from the ALFSS President and any messaging to membership. For internal and role specific messaging, all board members were given an ALFSS signature that included all board names to demonstrate a unified leadership.

# Meeting Report



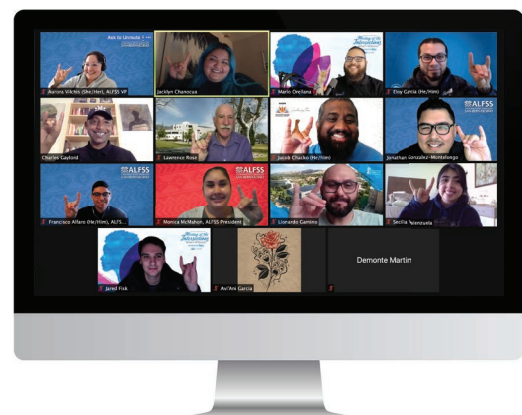
## Meetings

Due to the COVID-19 global pandemic, all general membership and board meetings for the 2020-2021 academic year were held virtually. The Executive Secretary, Leah Stiff, created a recurring meeting link that was sent out to campus via a calendar invite and posted to our website. Meetings took place on the first Tuesday of every month during “University Hour” (12:00pm – 1:00pm PST). A total of 10 general membership meetings and 12 board meetings, including the annual summer planning retreat, were held. The general membership meetings were mostly dedicated to updates regarding programming and events as well as discussions surrounding ALFSS’ initiatives on campus. However, we also featured presentations from various on- and off-campus partners, such as Vice President of Student Affairs Dr. Daria Graham, Quinn Mays from the Listening Post Collective, the Pride Pack student organization, and more.

## Website and Google Drive

The Director of Membership, in collaboration with the Executive Secretary, redesigned the layout of the ALFSS website’s meeting agendas and minutes. The revised interface featured two tables that more precisely matched meeting dates, hours, linked agendas, and linked minutes. By arranging these things in tables, they became more visible and easier to read and understand for members. The new interface incorporated archived documents into a Drupal Q&A function that created dropdown menus for each academic year, preventing archives from taking up valuable web space.

The Executive Secretary continually updated the website to include the agendas for upcoming meetings and minutes for previous meetings, both general and board. Agendas were added prior to the scheduled meeting time and minutes were added within a month of the meeting. All documents have been saved to the Google Drive, and will be shared with the new board members during the annual summer planning retreat.





# Membership Report

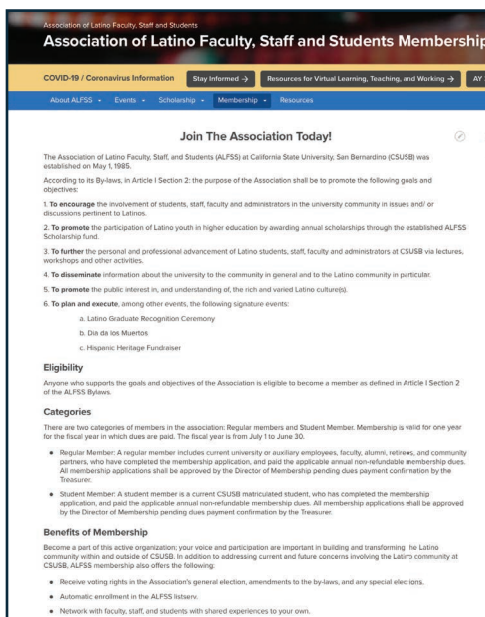
The 2020-2021 academic year was a transformative year for ALFSS membership. The COVID-19 global pandemic posed several challenges to membership, including the struggle to process monthly subscriptions, solicit new membership or renewals at in-person programs, and execute typical membership drives. However, the virtual operating mode presented a new outlook on membership and in several respects compelled membership to consider new ways to change existing procedures.



At the start of the 2020-2021 academic year, ALFSS accepted membership dues via cash, check, or payroll deduction. Any of these approaches necessitated physical transactions and distribution. The Director of Membership was tasked with developing a new way of obtaining dues that did not rely on in-person transactions or the requirement to visit a physical office. Four modern enhancements were made with this objective in mind.

## New Membership Form

We began the year by updating the PDF edition of the ALFSS Membership Form for 2019-2020. The form was revised to include a redesigned first page that outlined the Association's aims and priorities, including eligibility criteria, and further defined the advantages of membership. Additionally, the second page of the form was redesigned to include a prefix option, a campus affiliation option, an alumni question, an acknowledgment section for the ALFSS Google Group, and a directory question. The final PDF version of the form for 2020-2021 was introduced and adopted at the Governing Board meeting on August 10, 2020.



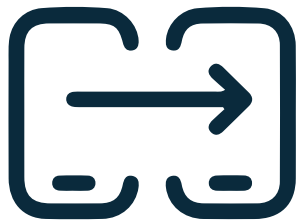
## Online Membership Form

Historically, the ALFSS registration process was only available in PDF format and needed to be completed and returned to the Director of Membership; but, considering the COVID-19 global pandemic, the Governing Board established a mission to develop an online edition of the form. The Director of Membership collaborated with the Office of Digital Transformation to develop an electronic version of the ALFSS Membership application. The online form included all the components included in the PDF edition. On January 22, 2021, the form was completed.



### Online Collection of Membership Dues

The second part of membership, after completing the membership application process, is the payment of membership dues. As previously mentioned, dues could only be collected in cash, via check, or by payroll deduction. The Director of Membership collaborated with the Division of University Advancement to provide an online payment option for annual dues. We were able to adapt authorize.net as our payment system to our online membership form with the assistance of the Office of Digital Transformation. As a result, we developed a new membership form and mechanism that eliminated the need for personal interaction or in-person transactions.



### New Membership Application Flowchart

The updated online payment mechanism necessitated additional coordination between the Association's Director of Membership and Treasurer and the Division of University Advancement team. The ALFSS Membership Application Flowchart was revisited and recreated from its previous edition. To accommodate the new online alternative, a new process flowchart was built.



These enhancements lead to significant changes for CSUSB faculty, staff, and students and streamline the process of joining and becoming a member of the Association. Four additional objectives were defined by the Director of Membership.



### Membership Directory

The Director of Membership spearheaded efforts to create a membership directory. As part of its mission to create a more welcoming environment for professors, staff, and students, the governing board desired that the CSUSB population be able to recognize ALFSS members. The Membership Directory enables CSUSB constituents to connect with members who they know are invested in present and future Latinx community interests.

### Student Organization List

The Director of Membership compiled a directory of Latinx student organizations for inclusion on the ALFSS website as a guide for student members and the broader CSUSB culture. This list connects the Association to related affinity groups on and off campus.

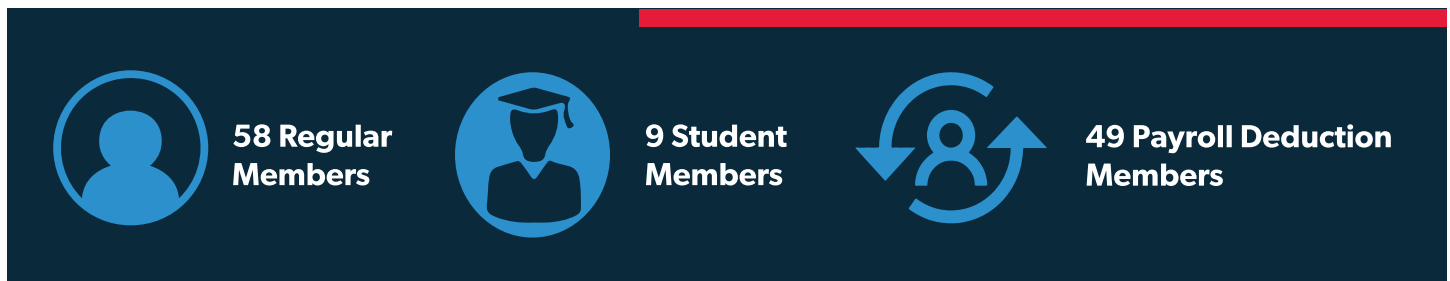
### Membership Database

The Director of Membership raised concern about the internal membership database, and a mission was set for the year to clean it up and gather data that had not previously been gathered. Additionally, this involved synchronizing the database with the membership form and ensuring that the data being collected had a home in the database.

### Membership Announcement and Welcome Letter

The ALFSS welcome letter was revised from the 2019-2020 edition to provide participants with a greater sense of the organization and to reflect the meeting and event schedule for the 2020-2021 year. Additionally, it contained a member's group and an expiration date for the member's participation. This was included to ensure that members were aware when it was time to renew their membership. Additionally, the Director of Membership has made it a tradition to announce new members at the Association's Membership Updates at its General Meetings.

The organization's overall membership is as follows:



This groundbreaking year will usher in a new era of Association accessibility. We finish the year feeling immensely proud of the progress we have achieved of technologies and membership opportunities. As an Association, we transformed the difficulties we encountered in a virtual environment into opportunities. If membership continues to expand over time, we expect that this year's transformative activities will help the Association advance far more.



# Programming and Fundraising Events

During the annual Summer Planning Retreat on July 11, 2020, the incoming board along with the existing board and key contributing members of ALFSS, planned a series of calendar events for each semester. Taking in account the global pandemic, the annual fundraising goal was set for \$8,000 with a semesterly goal of \$4,000 to fund scholarships. For the 2020-2021 academic year, ALFSS set out to host events each term that included a fundraising component and introduced a new event planning report template. In addition to raising funds for scholarships, a goal was set to have a fun, relaxing no-host social event for membership to come together and build community. Additionally, ALFSS collaborated with many campus departments and co-sponsored other events throughout the year. The following programs and fundraising events were hosted or planned by ALFSS for the 2020-2021 academic year.



## 2020 Fall Semester Events

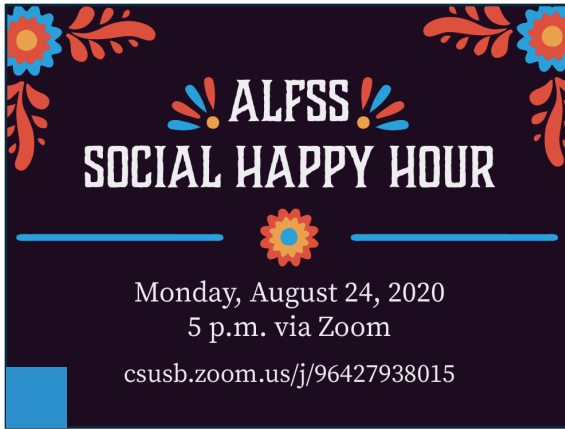
- ALFSS First Day of Fall Social
- *Bienvenida* (Welcome)
- Hispanic Heritage Month (HHM) Celebration
  - *El Sazón Latinx*
  - *Bailamos!*
  - Afro-Latinx Open-Verse
  - Latinx LGBTQ+ in Media
  - *Mi Voto, Mi Voz, Mi Vida*
- *Día de los Muertos* (Day of the Dead) Celebration
  - *Día de los Muertos; Una de las tradiciones mas ricas de Mexico*
  - Love, Yotie Eats-Agua Fresca
  - Book reading! Rosita and Conchita
  - Book reading! Remember Abuelito: A Day of the Dead Story
  - Day of the Dead Mask Making
  - RAFFMA *Calaveras* Auction
  - Watch Disney's *Coco* via Disney +
  - Painting event! Title "Remember me"
  - Cooking with CSUSB retirees Tito and Cheryl Calderon
  - Performance by Grammy Award Winning Mariachi Divas de Cindy Shea
- Fall Latinx Graduate Recognition Ceremony
- ALFSS Holiday Social

## 2021 Spring Semester Events

- *Loteria* Social and Fundraising
- *Marchamos con Mujeres*
- ALFSS Paint Night Fundraiser (*cancelled*)
- Spring Latinx Graduate Recognition Ceremony



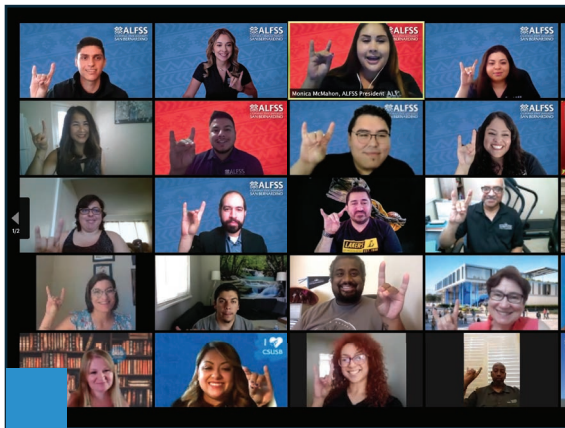
ALFSS hosted **22 virtual events** in the 2020-2021 academic year, with the intended purpose of awareness, celebration or fundraising.



### First Day of Fall Social

A virtual Fall Social was held on August 24, 2020 from 5:00 p.m. – 6:00 p.m. to celebrate a successful first day of fall and the very first semester at CSUSB! The event was informal with no specific agenda and aimed at engaging members in a game that allowed them to meet new and returning members. Approximately 20 members attended including CSUSB President, Tomas Morales.

Planning Committee: Miranda Canseco (Co-Chair), Aurora Vilchis (Co-Chair), Marisol Johnson



### Bienvenida (Welcome)

For many years it has become an annual tradition for ALFSS to host a welcome event to kick-off the new year. This event has been hosted both on-campus as well as off-campus at the generous invitation of dedicated ALFSS members. Given the COVID-19 global pandemic, ALFSS held its annual fall Bienvenida virtually on August 28, 2020 from 12:00 p.m. – 1:30 p.m. to give a warm Coyote welcome to all new CSUSB faculty, staff, administrators, and students. During the fall welcome, ALFSS had the opportunity to introduce current and new members to the passion that drives our association to support the Latinx community and advocate for our students. The fall celebration was chaired by the ALFSS Director of Programs and included special guest CSUSB President, Tomas President Tomás D. Morales.

Planning Committee: Francisco Alfaro (Chair), Susana Barbosa, Miranda Canseco, Antonio Guijarro-Ledezma, Marisol Johnson, Monica McMahan, Aurora Vilchis, Rosemary Zometa



## Hispanic Heritage Month (HHM) Celebration

ALFSS hosted its inaugural weekly series of events to celebrate Hispanic Heritage Month (HHM) from September 15, 2020 - October 15, 2020; a total of five events. Events focused on educating attendees about a variety of topics including food, dance, culture, identity, and civic duty. ALFSS objective was to allow attendees to leave events with a greater understanding of other Latin American identities, historical context about Latinx culture, and how to become more civically involved in our community.

*El Sazón Latinx* on September 17, 2020 | 12:00 p.m. - 1:00 p.m.  
Co-chairs: Jonathan Gonzalez-Montelongo, Monica McMahon

*¡Bailamos!* on September 24, 2020 | 5:00 p.m. – 6:00 p.m.  
Co-chairs: Edgar Astorga, Monica McMahon

*Afro-Latinx Open-Verse* on October 1, 2020 | 12:00 p.m. - 1:00 p.m.  
Co-chairs: Francisco Alfaro, Edgar Astorga

*Latinx LGBTQ+ in Media* on October 8, 2020 | 12:00 p.m. - 1:00 p.m.  
Co-chairs: Francisco Alfaro, Jonathan Gonzalez-Montelongo

*Mi Voto, Mi Voz, Mi Vida* on October 15, 2020 | 12:00 p.m. - 1:00 p.m.  
Co-chairs: Miranda Canseco, Leah Stiff

Planning Committee: Francisco Alfaro (Chair), Edgar Astorga, Susana Barbosa, Miranda Canseco, Dr. Jacob Chacko, Jonathan Gonzalez-Montelongo, Antonio Guijarro-Ledezma, Monica McMahon, Ericka Saucedo, Leah Stiff, Aurora Vilchis, Rosemary Zometa

Partners and Presents: Alex Avila, Associated Students Incorporated (ASI), Chicano Latino Caucus of San Bernardino, James Coats, Latino Education and Advocacy Days (LEAD), Mi Familia Vota, National Association of Latino Elected and Appointed Officials (NALEO), Office of Community Engagement (OCE), Queer and Transgender Resource Center (QTRC), San Bernardino County Registrar of Voters



## Día de los Muertos (Day of the Dead) Celebration

ALFSS continued its annual Día de los Muertos (DDLDM) Celebration this year by offering an array of programs from October 27, 2020 – November 02, 2020; a total of eleven events. Events focused on educating attendees about the significance of the *Día de los Muertos* Celebration in Mexico and elsewhere. ALFSS objective was to allow attendees to leave events with a richer history of the DDLDM celebration and to honor those that have passed.

*Día de los Muertos; Una de las tradiciones más ricas de México* | October 27, 2020 | 12:00 p.m. - 1:00 p.m. | Presented by Consulado de México en San Bernardino

Love, Yotie Eats-Aqua Fresca | October 28, 2020 | 12:00 p.m. - 1:00 p.m. | Presented by CSUSB Chef Ashley

Book reading! *Rosita and Conchita* | October 28, 2020 | 5:30 p.m. - 6:00 p.m. | Presented by Karen Suarez, Maia Suarez, and Maéli Suarez

Book reading! Remember *Abuelito: A Day of the Dead Story* | October 29, 2020 | 12:00 p.m. - 1:00 p.m. | Presented by ALFSS/CSUSB retiree and Alumni Doris Selva

Day of the Dead Mask Making | October 29, 2020 | 5:15 p.m. - 6:00 p.m. | Presented by CSUSB/PDC staff Dr. Avisina Rodriguez and Lyla Rodriguez

RAFFMA *Calaveras* Auction | October 30, 2020 | 12:00 p.m. - 1:00 p.m. | Presented by Robert and Frances Fullerton Museum of Art (RAFFMA)

Watch Disney's *Coco* via Disney + | October 30, 2020 | 6:00 p.m. - 8:00 p.m. | Presented by Francisco Alfaro

Painting event! Title "Remember me" | October 31, 2020 | 11:00 a.m. - 12:00 p.m. | Presented by artist Kimberly Anne Anacelto

RAFFMA *Calaveras* Auction | October 31, 2020 | 1:00 p.m. - 2:00 p.m. | Presented by Robert and Frances Fullerton Museum of Art (RAFFMA)

Tomatillo Stew with Chicken and Hominy | November 1, 2020 | 4:00 p.m. - 5:00 p.m. | Presented by CSUSB retirees Tito and Cheryl Calderon

Performance by Grammy Award Winning Mariachi | November 2, 2020 | 5:30 p.m. - 6:30 p.m. | Presented by Divas de Cindy Shea

Planning Committee: Francisco Alfaro, Miranda Canseco, Iwona-Maria Luczkiewicz Contreras (Chair), Arianna Fultron, Monica McMahon, Ericka Saucedo

### Partners and Presents:

Kimberly Anne Anacelto, Cheryl Calderon, Tito Calderon, Consulado de México en San Bernardino, CSUSB Chef Ashley, Divas de Cindy Shea, Robert and Frances Fullerton Museum of Art (RAFFMA), Dr. Avisina Rodriguez, Lyla Rodriguez, Doris Selva, Karen Suarez, Maéli Suarez, Maia Suarez



## Fall Latinx Graduate Recognition Ceremony

ALFSS hosted the FIRST virtual graduate recognition ceremony on December 5, 2020 from 10:00 a.m. – 11:30 p.m.. The ceremony recognized 84 students from the class of 2020 who completed their degree accomplishments at the end of the Fall 2020 Semester. It was conducted over the Zoom virtual platform for student participants and streamed live on YouTube for family members, friends, and the campus community to watch. In preparation for the virtual ceremony, ALFSS hosted three drive thru events at the San Bernardino and Palm Desert Campuses allowing students to pick up their cultural sash. The drive thru events included a photo booth for students to exit their vehicles and take a photo in their cap and gown with their new cultural

sash that had an imprinted decal reading CSUSB LATINX GRAD. All safety regulations to prevent the spread of COVID-19 global pandemic were followed including practicing social distancing. During the live ceremony, students had the opportunity to give their live shout-out with their camera/audio on in the language of their preference. The live ceremony included prerecorded messages from University President Tomás Morales, CSUSB faculty and staff, graduating student keynote remarks from Suany Echevarria and a commanding performance from the CSUSB Coyote Mariachi Ensemble thanks to the support of Dr. Lucy Lewis Professor of Orchestral Music Education with the Music Department in the College of Arts and Letters.

Countless hours of planning for this first of its kind virtual event could not have happened without the dedication of ALFSS members and the planning committee. Their unwavering commitment to graduating students made this event a success!

Planning Committee: Francisco Alfaro, Edgar Astorga, Susana Barbosa, Parker Brooks, Miranda Canseco, Iwona-Maria Luczkiewicz Contreras, Jesse Felix, Jonathan Gonzalez-Montelongo (Co-Chair), Think Ly, Monica McMahon, Dr. Olivia Rosas, Ericka Saucedo, Doris Selva, Leah Stiff, Rosemarie Valencia, Aurora Vilchis (Co-Chair), Deborah Vizcarra, Carolina Yanez-Macias, Rosemary Zometa



### Holiday Social

To end the calendar year, ALFSS hosted a holiday social on December 15, 2020 from 5:00 p.m. - 6:00 p.m.. This event was informal and hosted to recap the 2020 year. During the social we played a holiday bingo, giving all participants the opportunity to share their personal holiday memories and traditions.

Planning Committee: Miranda Canseco (Co-Chair), Leah Stiff (Co-Chair)



### Loteria Social and Fundraising

The Loteria Social and Fundraiser was held on February 25 from 5:00 p.m. – 6:00 p.m. It offered members and non-members the opportunity to socialize in a virtual setting while playing Loteria and raising funds for scholarships. To raise funds, participants were encouraged to donate \$5 per game using the ALFSS Crowdfunder. A donation was not required to join the fun, all were able to play Loteria. There were thirteen ALFSS members and guests in attendance. Donations totaled \$ 210.

Planning Committee: Francisco Alfaro (Chair), Sasha Baltazar



### Marchamos con Mujeres

Marchamos con Mujeres was a Women's History Month Social Media Campaign March 8 - 29, 2021, to celebrate the month which highlights the contributions of women to events in history and contemporary society. The campaign ran every Monday in March honoring Latinx women that ALFSS members look up to and march with. They included Dolores Huerta, Dr. Shirin Ebadi, Eva Longoria, Dr. Helen Rodríguez Trias, Frida Kahlo, Alexandria Ocasio Cortez, and Supreme Court Justice Sotomayor.

Planning Committee: Miranda Canseco, Jonathan Gonzalez-Montelongo, Avenida Pena, Primavera Reza Nakonechny, Leah Stiff, Aurora Vilchis (Co-Chair), Carolina Yanez-Macias (Co-Chair)



### ALFSS Paint Night Fundraiser (cancelled)

ALFSS scheduled a Paint Night Fundraiser, however due to lack of registration, this event was cancelled. This event was scheduled for April 12 from 5:00 p.m. - 6:00 p.m.

Planning Committee: Francisco Alfaro, Monica McMahon(Chair), Aurora Vilchis



### Spring Latinx Graduate Recognition Ceremony

ALFSS held the annual Spring Latinx Graduate Recognition Ceremony for spring graduates on May 15, 2021 from 10:00 a.m. – 11:30 a.m. Following the continued success of the virtual fall ceremony, the spring planning committee followed the same framework and included a digital program for graduates and guests to hold as memorabilia. In addition, the committee decided to solicit sponsorships for the ceremony to support the scholarship fund. Given that it was a virtual ceremony and taking into account the economic hardship related to the pandemic the committee asked \$200 for a full page and \$150 for half a page. A total of \$2,300 were collected to support the annual giving of ALFSS scholarships. Without knowing

what participation would be like in a virtual setting, the planning committee decided to cap the number of registrations at 199. Registration opened March 16, 2021 during Grad Days and all 199 slots were filled within 3-weeks. The CSUSB student keynote speaker was Yazmine Hernandez-Aragon, a CSUSB University Honors student graduating Cum Laude with a Bachelor of Arts in Administration with a concentration in International Business. With over 85 participating graduates and 975 views on the ALFSS YouTube channel, the 27-member planning committee held a successful spring ceremony.

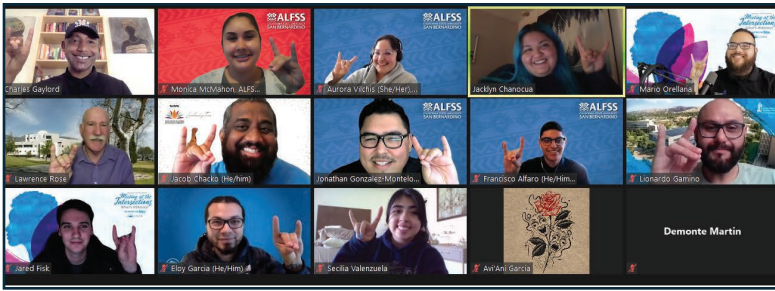
Planning Committee: Patricia Aguilera, Francisco Alfaro (Co-Chair), Edgar Astorga, Susana Barbosa, Miranda Canseco, Dr. Jacob Chacko, Jesse Felix, Valentina Felix, Rob Garcia, Sean Kinnally, Jonathan Gonzalez-Montelongo, Iwona-Maria Luczkiewicz Contreras, Jessica Madrigal, Monica McMahon, Dr. Enrique Murillo, Juan Ochoa, Evelin Ortiz, Auenida Peña, Jenny Puccinelli, Primavera Reza Nakonechny, Dr. Avisina Rodriguez, Dr. Olivia Rosas, Ericka Saucedo, Leah Stiff, Aurora Vilchis, Carolina Yanez-Macias, Rosemary Zometa (Co-Chair)

# ALFSS Co-Sponsored Events

## Latinx Zoom Mixer

The Latinx Zoom Mixer was a collaborative event with the SMSU Latinx Center and was held on February 25, 2021 from 12:00 p.m. – 1:00 p.m. The Santos Manuel Student Union LatinX Center invited ALFSS to assist by marketing the event to our membership, to have the ALFSS Board represent the organization and answer questions students and guests may have, and finally, asked that

ALFSS serve as a network to support students that may reach out for guidance. The event was successful in that ALFSS membership was able to join and provide advice to students navigating higher education.

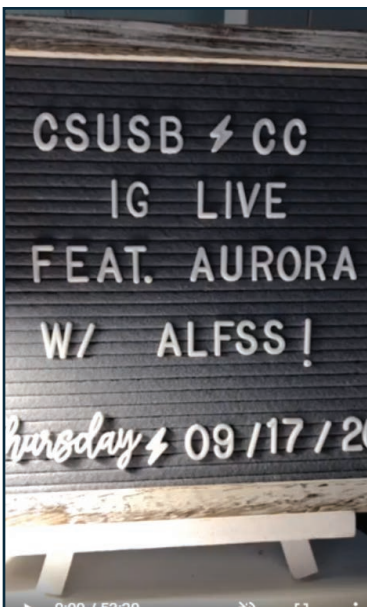


## Multicultural Coyote Experience Day

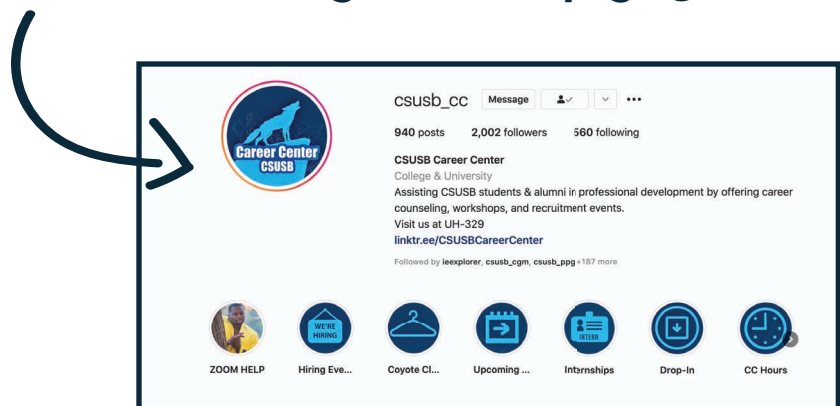
The Multicultural Coyote Experience Day held on April 12, 2021 from 4:00 p.m. – 5:00 p.m. provided an environment committed to diversity for admitted students, and a place where students could explore their cultural heritage and learn from others as they prepare for their transition to college.

## Career Center Student Club Interview

ALFSS was invited by the CSUSB Career Center, Ariana Jazmin Cardosa, Internship Student Assistant, to join in for an Instagram Live interview on September 17, 2020 from 12:00 p.m. – 12:30 p.m. ALFSS VP, Aurora Vilchis went live and shared about ALFSS and the upcoming events for Hispanic Heritage Month and fall 2020 semester events.



**View a recording on their IG page @csusb\_cc**







## Scholarship Report

Since 1985, ALFSS has awarded more than \$300,000 in scholarships to incoming and continuing CSUSB undergraduate and graduate students, including graduating high school seniors and community college transfer students. The ALFSS scholarship is an on-campus scholarship that is administered by the Office of Financial Aid and Scholarships. An ALFSS scholar is selected based on success in the areas of academic performance, volunteer and work experience, future educational and career goals and, most importantly, involvement and contributions to the Latinx community.

In spring 2021, ALFSS received 418 applicants for the 2021-2022 award year. Eight \$1,000 scholarships were awarded. Coordinating with the Office of Financial Aid and Scholarships, the amount will be dispersed in two payments, \$500 in the fall 2021 semester and \$500 in the spring 2022 semester.

### Scholarship Requirements include:

- Maintain a competitive grade point average.
- The determination of a competitive GPA is based on the applicant pool.
- Be a full-time undergraduate, credential or graduate student enrolled at CSUSB during the academic year.
- Complete the CSUSB online scholarship application (accessible via MyCoyote).
- Provide one online letter of recommendation from a current or previous instructor.
- Complete the Free Application for Federal Student Aid (FAFSA) or California DREAM Act Application.

ALFSS prioritizes applicants who select the “Latino Culture” in the Cultural Interests section of the application.

### Scholarship Awardees:

#### San Bernardino Campus Awardees

- Jessica Alcala, B.A. Psychology
- Eduardo Luis Cruz, M.S. Biology
- Graciela Moran, M.A. Global Studies
- Evelin Ortiz, B.S. Public Health
- Sergio Reyes, B.A. Spanish
- Emily Marie Romero-Galvez, M.A. Spanish

#### Palm Desert Campus Awardees

- Sasha Baltazar, B.A. Relational and Organizational Communication
- Gabriela Rocio Barroso, B.A. Liberal Studies



The ALFSS awardees are traditionally recognized at the Spring Latinx Graduate Recognition Ceremony. Due to the COVID-19 global pandemic, these scholars were recognized virtually at the Spring 2021 Latinx Graduate Recognition Ceremony.



Special thanks to Doris Selva. Doris Selva is a retired long-time member of ALFSS and supported one of eight scholarship awards this year. ALFSS relies on the generous financial donations of our members to fund our scholarship awards. To contribute like Doris Selva and fund a scholarship award for the 2021-2022 academic year, please contact the newly appointed ALFSS Director of Fundraising and Scholarships. If you would like to contribute, please visit: [www.csusb.edu/alfss](http://www.csusb.edu/alfss)

#### 2020–2021 Scholarship Committee:

- Edgar Astorga (Chair)
- Monica McMahon
- Dr. Olivia Rosas
- Leah Stiff
- Rosemary Zometa

The 2020-2021 academic year was a transition from quarters to semesters and shortened our available review time to just over two-weeks. With over 400 applicants, multiple volunteer hours were dedicated in a short time frame in the selection of these awards.



**ALFSS received over 400 applications and awarded eight \$1,000 scholarships for the 2021-2022 academic year.**



## Student Representation Report

Serving as a student voice for the Association enables the acknowledgement and promotion of Latinx culture, tradition, and education. ALFSS places a premium on recognizing students' voices and needs. As a student representative on several committees, feedback is offered on behalf of the Latinx student community's best interests.

ALFSS transitioned between two student representatives for the Fall and Spring semesters of the 2020-2021 academic year. Due to the consistency of the virtual activities, an Instagram live was established to offer information and updates on the virtual Latinx Graduate Recognition Ceremony. Latinx Graduate Recognition Ceremonies honored graduates with the support and encouragement of their instructors, staff, and families in order to celebrate all of their accomplishments and obstacles encountered during their academic journey at the institution. The shout-outs from each graduate allowed them to express their gratitude for their personal influence in achieving this milestone. Additionally, representation was demonstrated by serving as the Mistress of Ceremony during the virtual Latinx Graduate Recognition Ceremony.

ALFSS sponsored monthly general organization meetings to provide a forum for students to exchange ideas, concerns, and suggestions for improvement. Additionally, these sessions provided an opportunity for students to engage with one another and discuss mutual experiences, cultures, and customs. Even in the middle of the COVID-19 global pandemic, ALFSS continues to serve students by recognizing their support needs and aiding them in an effective manner that enables everyone to achieve their goals.


**// ...student voice for the Association enables the  
acknowledgement and promotion of Latinx  
culture, tradition, and education. //**

# Ad Hoc Committee

## Bylaws Committee

During spring 2021, ALFSS formed an Ad-Hoc Bylaws Committee. The committee's charge was to analyze and update the Association's bylaws, with particular goals of adding a Director of Fundraising, updating the Director of Programs' duties, assessing how signature programs are mentioned, and considering adding assessment and evaluation aspects to programming. The committee presented at the April 6, 2021 ALFSS General Meeting. On April 20, 2021 the committee held an open forum on the revised bylaws. From April 23 - 30, 2021 Qualtrics was used to get input from bylaws membership. The amended bylaws were accepted by the membership after voting from May 3 -13, 2021. The revised bylaws will take effect on July 1, 2021.

Bylaws Committee: Miranda Canseco, Jonathan Gonzalez-Montelongo, Monica McMahon and Aurora Vilchis

 **WE DEFINE THE Future**

**ALFSS Bylaws Ad-hoc Committee**  
Summary of Committee

**Bylaws Committee:** Monica McMahon, Aurora Vilchis, Miranda Canseco, and Jonathan Gonzalez-Montelongo

**Purpose of the Committee:** To review and reevaluate the bylaws of the Association with specific targets of adding a Director of Fundraising, revising the duties of the Director of Programs, review how signature programs are listed, and consider adding assessment and evaluation elements to programming.

**Committee Goals:** Finalize proposed changes by April 2, 2021 to present at the April 6, 2021 ALFSS General Meeting

**Committee Meeting Dates:** 3/12/2021; 3/18/2021; 4/1/2021; 4/2/2021

**Summary of Proposed Changes:**  
The following changes are denoted as comments in the accompanying document named: ALFSS Proposed Amended Bylaws, April 2021.

- a) A Table of Contents was added to help members navigate the document.
- b) Article I, Section 2
  - i) Subsections: 2.1.1.; 2.1.2.; 2.1.3; 2.1.4
    - (1) Structural and small grammatical changes were made to these subsections.
  - ii) Subsections: 2.1.5.
    - (1) Changes to this section were made to reflect a broader sense of responsibilities as it relates to specific programming. This broader language will allow future ALFSS Governing Boards to be part of more programs and not be limited to the language stated here.
- iii) Subsection 2.1.4. of the June 2019 Bylaws was removed.
- c) Article II
  - i) No recommended changes to Article II were proposed.
- d) Article III
  - i) Sections 1, 2, 3, and 4
    - (1) This article was revised to better reflect the duties and responsibilities of the entire Governing Board. Both the Executive Board and the Appointed Officers sections were revised and responsibilities for individual officers were moved under the Duties and Responsibilities section.
  - ii) Section 1, Subsection 1.1
    - (1) This section was added to correct the make-up of the Governing Board.
  - iii) Section 2, Subsection: 2.2.
    - (1) In this section we highlighted the responsibility of having fiscal voting rights.
  - iv) Section 3, Subsections: 3.2; 3.4; 3.4.1
    - (1) In these sections we noted that these officers do not have fiscal voting rights. The order of officers was relisted in alphabetical order and a new Director of Fundraising and Scholarship officer position was added.
  - v) Section 4, Subsection: 4.1.
    - (1) This section was changed to highlight that current governing board members must be dues paying members.
  - vi) Section 4, Subsection: 4.3; 4.3.1.4.; 4.3.1.7

Prepared: 04.03.2021 | Bylaws Ad-Hoc Committee

**ARTICLE I: Name and Purpose**

**1. Section 1: Name**

1.1 This organization shall be known as the Association of Latino Faculty, Staff and Students at California State University, San Bernardino, hereinafter referred to interchangeably as the "Association" or "ALFSS."

**2. Section 2: Purpose**

2.1 The purpose of the Association shall be to promote the following goals and objectives:

- 2.1.1 To encourage the involvement of faculty, staff, students and administrators in the university community on issues and/or discussions pertinent to Latinos.
- 2.1.2 To promote the participation of Latino students in higher education by awarding annual scholarships through the established ALFSS Scholarship Fund.
- 2.1.3 To further the personal and professional advancement of Latino faculty, staff, students and administrators at CSUSB through committee involvement and networking opportunities.
- 2.1.4 To promote the public interest in, and understanding of, the rich and varied Latino culture.
- 2.1.5 To plan and execute cultural and traditional programming that enhance the experiences of Latinos. These events could include but are not limited to: Día de los Muertos; graduate recognition ceremonies, and Hispanic Heritage Month programming.

**ARTICLE II: Membership**

**1. Section 1: Qualifications for Membership**

1.1. Anyone who supports the goals and objectives of the Association is eligible to become a member as defined in Article II, section 2. Membership is valid for one year for the fiscal year in which dues were paid. The fiscal year is from July 1 to June 30.

**2. Section 2: Classification**

2.1. There shall be two categories of members: Regular Member and Student Member.

**ASSOCIATION OF LATINO FACULTY, STAFF AND STUDENTS - BYLAWS | REVISED: APRIL 2021**

**Commented [A2]:** Structural and small grammatical changes were made to these subsections. (Subsections: 2.1.1; 2.1.2; 2.1.3; 2.1.4)  
Changes to this section were made to reflect a broader sense of responsibilities as it relates to specific programming. This broader language will allow future ALFSS Governing Boards to be part of more programs and not be limited to the language stated here. (Subsections: 2.1.5)  
Subsection 2.1.4 of the June 2019 Bylaws was removed.

**Commented [A3]:** No recommended changes to Article II were proposed.

# Opportunities and Risk Report



ALFSS is proud of the work that has been done during the 2020-2021 academic year, however it is important to note areas of growth to sustain a healthy association in an ever-changing world.

One area that is new to ALFSS, is our participation in social justice and intersectional issues. We are hopeful that as years continue, ALFSS will take on an active role in bringing awareness not only to issues that are pertinent to the Latinx community, but also to other groups that are minoritized and facing injustice and inequities. We know the Latinx community is not monolithic and is extremely

unique and diverse. ALFSS will continue work toward celebrating intersecting Latinx communities and ending systemic injustice and inequity through the following tactics:

1. Actively participate in the CSUSB university-wide Diversity, Equity, and Inclusion (DEI) efforts.
2. Incorporate intersectional identities and issues into ALFSS programming. One example is honoring specific communities during Hispanic Heritage Month such as the LGBTQ+ community and the Afro Latinx community.
3. Creating a plan on how ALFSS may respond to social inequities and triumphs of minoritized groups.

ALFSS would also benefit from more student representation on ALFSS planning and ad hoc committees. One committee that would be enhanced with student representation would be our scholarship review committee. This would allow peer review and input about our potential scholarship recipients. This would be a new viewpoint that would allow our committee members to understand the student perspective and needs.

Lastly, it is recommended that the future Governing Board focus on the sustainability of the ALFSS scholarship fund. The 2020-2021 academic year remained virtual creating challenges in meeting fundraising goals. ALFSS will need to work toward building the scholarship fund by raising a minimum of \$8,000 in the 2021-2022 academic year to sustain what will be distributed to scholarship recipients. ALFSS can achieve this goal by implementing the following tactics:

1. Create new and innovative fundraising opportunities such as Crowdfunder campaigns, fundraising dinners, and sponsorships for events.
2. Recruiting new faculty, staff and administrators for ALFSS membership and to sign up for automatic payroll deductions.

We hope that these opportunities will allow for ALFSS to continue to grow as a valued association on the CSUSB campus.



5500 University Parkway, San Bernardino, CA 92407

[www.csusb.edu/alfss](http://www.csusb.edu/alfss)